

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2010

Association of Marketing Theory and Practice
Proceedings

2010

Ethics in Retail Buying and Sales: Perceptions of Future Retail Personnel

David J. Burns

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2010



Part of the [Marketing Commons](#)

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2010 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

ETHICS IN RETAIL BUYING AND SALES: PERCEPTIONS OF FUTURE RETAIL PERSONNEL
David J Burns

Building: Hilton Ocean Front Resort
Room: Promenade 7
Date: 03-26-2010 - 09:30 AM – 10:45 AM
Last modified: 01-21-2010

Abstract

Unlike many other industries, collegiately educated individuals pursuing a career in retailing often find themselves involved in both buying and selling activities and/or interacting with those who do during their careers. As a result, policies enacted by a retailer which affects one of these two environments will likely affect the other. Perceptions of potentially ethically troublesome situations and practices in buying were found to be strongly related to perceptions of potentially ethically troublesome situations and practices in selling. The only exceptions concern socialization between retail salespeople and their peers and/or management, and whether vendors service small accounts. It appears that these two issues are viewed by respondents as having a nature different from the remaining issues.

Keywords

Sales ethics, Buying Ethics, Retailing